

Trim: Oct 24 – Jan 25		
Maximum Marks:50	Examination: ETE Exam	Date: 14-01-2025
Duration: 3 hours		
Programme code: 01	Class: SY	Semester/Trimester: V
Programme: MBA Marketing Major (Div 1 to 4)		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center:	
	Marketing and International Business	
Course Code: 217P01C519	Name of the Course: Retail Marketing	
Instructions: i) Q 1 is compulsory		
ii) Attempt any 3 from Q 2 to Q 5		

Question No.		Max. Marks
Q 1	<p>Case study:</p> <p style="text-align: center;"><b>POTTERY BARN – REDEFINING HOME DÉCOR IN INDIA</b></p> <p>The last four years have been promising for home decor enthusiasts, with many global brands entering the Indian market. From West Elm, which was launched in 2020, to the recently introduced H&amp;M Home and Ikea, international home furnishing labels are making a strong case for mindful investments for the discerning consumer. Now, this San Francisco brand is ready to take over the home furnishing market with its key product categories – furniture, bedding, bath, rugs, window treatments, tabletop, lighting, and other decorative items – that come with American decor sensibilities. Along with that, they have Pottery Barn Kids on offer, which helps create kid-friendly, eco-conscious, stylish, and innovative spaces.</p> <p>Pottery Barn is an American upscale home furnishing store chain and e-commerce company, with retail stores in the United States, Canada, Mexico and Australia. Pottery Barn is a wholly owned subsidiary of Williams-Sonoma, Inc. The Pottery Barn was co-founded in 1949 by Paul Secon and his brother Morris in Chelsea, Manhattan. Paul discovered three barns full of pottery from the factory of Glidden Parker in Alfred, New York, who had stored extras and seconds up the road from the business, hence the inspiration of the chain's name. The Secon brothers built their chain up to seven stores. Paul sold his share in 1966, and Morris sold his to a pair of outside partners in 1968. The new owner expanded the chain to 13 stores before selling it to The Gap in 1984. The company is headquartered in San Francisco, California. Pottery Barn also operates several specialty stores such as Pottery Barn Kids and Pottery Barn Teen. It has three retail catalogues: the traditional Pottery Barn catalogue; Pottery Barn Bed + Bath to focus on its bed and bath lines; and one for outdoor furniture.</p> <p>Besides its stylish yet sustainable offerings, Pottery Barn and Pottery Barn Kids designs are organic and feature indoor wood furniture collections that are FSC®-certified (Forest Stewardship Council), supporting forest ecosystems worldwide. And to further elevate the whole shopping experience, the brand offers exclusive Design Crew services with a dedicated team of interior design experts providing complimentary one-on-one design services. The Design Crew helps answer style questions and gives advice on room planning via online chat, or virtual consultations by</p>	20 Marks

	<p>video, phone, and email.</p> <p>In 2016, the brand collaborated with ace designer Sabyasachi to launch a capsule holiday collection featuring an array of home products including plates, jewellery boxes, table tops, holiday ornaments and home linen, the artworks for which were created by artists of the Sabyasachi Art Foundation. And that was going to come to fruition in 2018 when Reliance Brands announced its tie-up with William Sonoma, the group company behind Pottery Barn and Pottery Barn Kids, but the pandemic waylaid those ambitious plans. In hindsight, perhaps an e-store is a better bet for Pottery Barn India in the always-on age of digital shopping. Furniture and home décor segment in India goes more with the touch and feel. Pottery Barn wants to enter with physical bespoke stores in the major metro cities, to cater to a wider audience. With the partnership on cards with Reliance Retail, the joint venture can take Pottery Barn into exclusive homes in India. But getting success will be an uphill task for this brand.</p> <p><b>Questions:</b></p> <p><i>a) Do you think that there would be a market for this retail brand growth story in India?</i></p> <p><i>b) What factors do you think Pottery Barn should take into consideration to get success in the Indian Market?</i></p> <p><i>c) Illustrate and design a Retail Strategy for Pottery Barn launch in Kingfisher Towers in Bengaluru and Jio World, Mumbai with their twin store launch to test waters in the Indian market?</i></p>	
Q 2	<p>Distinguish between <b>Any Two</b> of the following with suitable examples.</p> <p>a) Marketplace vs. Inventory Led Model in E-Commerce</p> <p>b) Hypermarket vs. Convenience Stores</p> <p>c) Cyclical Theory vs. Environmental Theory</p> <p>d) Race Track / Loop layout vs. Grid layout</p>	10 marks
Q 3	<p>Chalk out the Category Roles for <b>Any Two</b> of the following stores with suitable examples.</p> <p>a) Kalyan Jewellers</p> <p>b) Freshpik</p> <p>c) Vijay Sales</p>	10 marks
Q 4	<p>Hermes, is the fourth largest luxury retail brand that is lining up the launch of its first store in India in the upmarket DLF Emporio Mall in Delhi. Create a Supply Chain Model for the Hermes in India for importing their merchandise from Paris into India?</p>	10 marks
Q 5	<p>Write short notes on <b>Any Two</b>:</p> <p>a) Reverse Logistics</p> <p>b) KPIs in Retail</p> <p>c) Planogram</p> <p>d) Private Labels</p> <p>e) Category Bifurcation</p>	10 marks